

# Outsourced Recruitment is More than Bums on Seats

White Label Employer Branding for RPOs Looking for a Better Bottom Line

Get RMO for RPO



Get off the contingent hamster wheel and fast track into RPO.

More and more contingency recruiters want to do RPO.

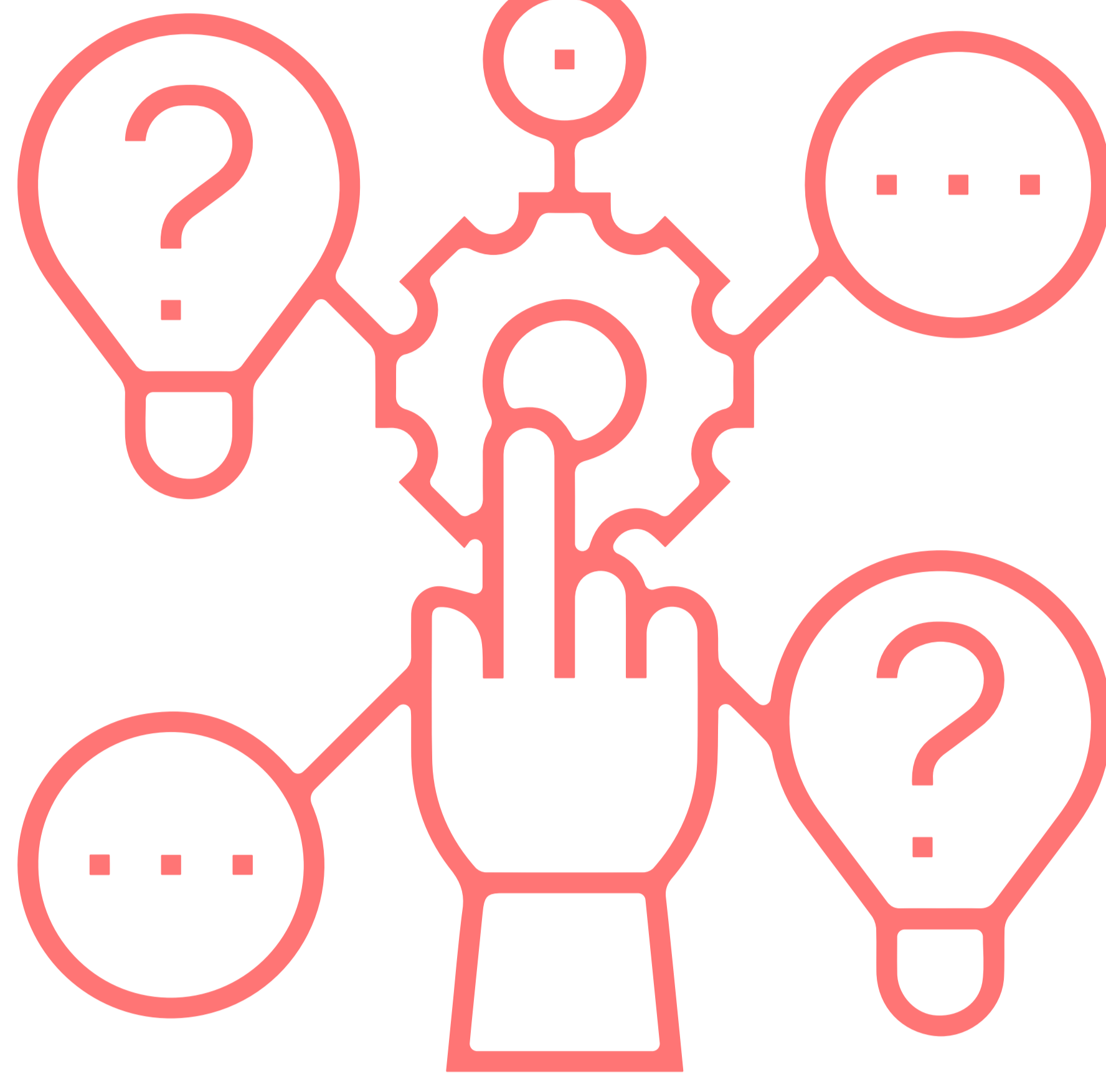
*But it's so much more than just high-volume recruitment.*

Employer Branding and Recruitment Marketing can give your outsourced recruitment offering the edge.

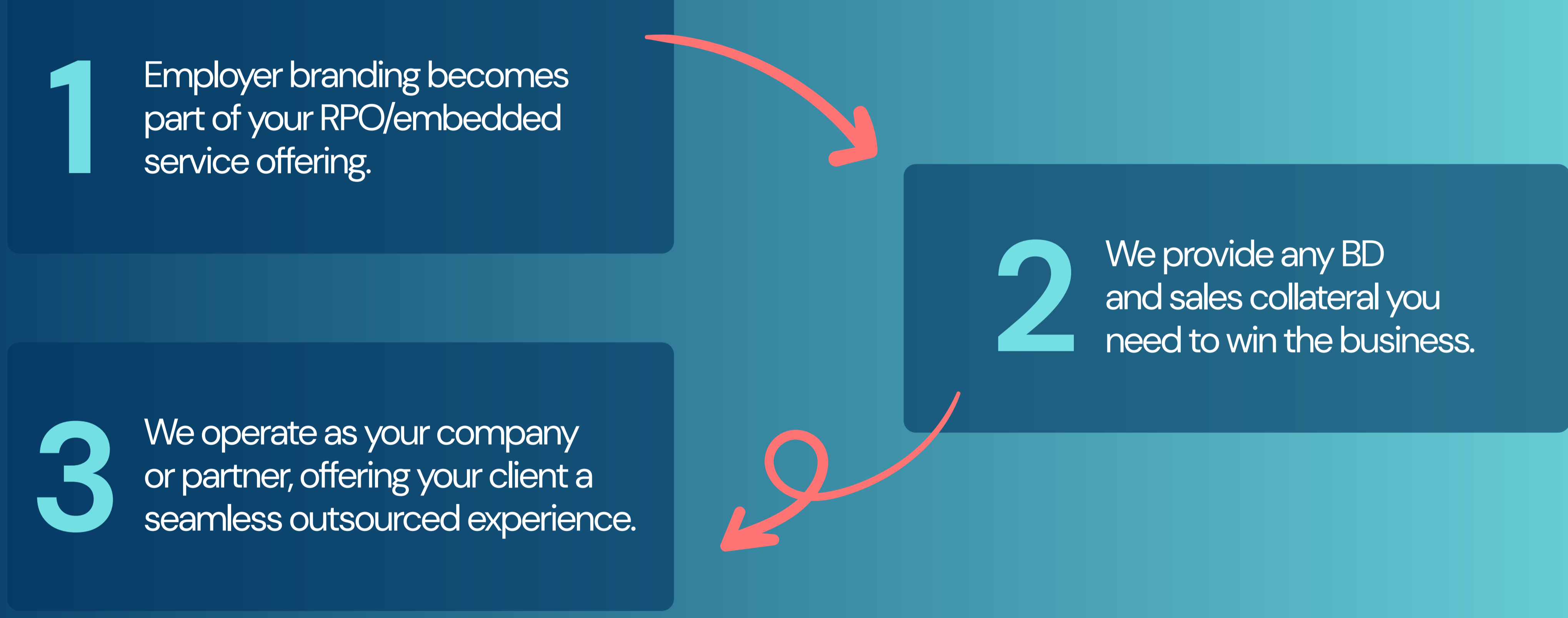
You do recruitment. We do marketing.

## Your end-client gets a true outsourced recruitment solution.

- EVP and Employer Brand Narrative
- Social media promotion
- Career site development / enhancement
- Email marketing and ATS/CRM automation
- Digital recruitment marketing and paid advertising



## How it works



## The outcome

**For your client**

- A fully outsourced recruitment function
- Enhanced candidate experience, engagement and attraction
- Reduced time and cost to hire
- Augmented employee engagement and retention
- Enhanced DE&I initiatives and recruitment
- A more robust, future-ready recruitment function

**For your business**

- A more competitive, stickier RPO offering
- Increased recruitment consultant productivity
- Higher candidate fill rates and starts
- More successful RFPs and engagement wins
- Reduced job board and sourcing subscription spend
- Higher future potential valuation and investment

## RPO & Embedded Employer Branding Services

Bring your RPO offering to the next level with full employer branding and recruitment marketing services, white labelled to you.

Subscriptions and multi-buy available

### Client Recruitment Branding Services

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| <p style="font-size: 24px; font-weight: bold;">£9,699</p> <p style="font-weight: bold; color: #00a6c9;">Brand audit &amp; analysis</p> <ul style="list-style-type: none"> <li>- Brand audit</li> <li>- Brand inventory and equity assessment</li> <li>- Competitor analysis</li> <li>- Internal/external stakeholder surveys &amp; discovery</li> <li>- Gap analysis</li> <li>- Presentation and recommendations</li> </ul> <p style="text-align: center; background-color: #00a6c9; color: white; border-radius: 5px; padding: 2px 10px;">RMO for RPO</p> | <p style="font-size: 24px; font-weight: bold;">£14,499</p> <p style="font-weight: bold; color: #00a6c9;">Brand positioning &amp; messaging</p> <ul style="list-style-type: none"> <li>- Half-day stakeholder workshop with two brand consultants</li> <li>- EVP &amp; brand positioning</li> <li>- Brand framework (master &amp; up to 4 sub-personas)</li> <li>- Tone of voice, narrative and visual branding</li> <li>- Internal change communications</li> </ul> <p style="text-align: center; background-color: #00a6c9; color: white; border-radius: 5px; padding: 2px 10px;">RMO for RPO</p> | <p style="font-size: 24px; font-weight: bold;">£POA*</p> <p style="font-weight: bold; color: #00a6c9;">Development &amp; activation</p> <ul style="list-style-type: none"> <li>- Employer brand activation</li> <li>- Content &amp; channel strategy</li> <li>- Content assets: blogs, social, video, testimonials</li> <li>- Career site and digital enhancement</li> <li>- Referral programmes</li> <li>- Tailored for your business and needs</li> </ul> <p style="text-align: center; background-color: #00a6c9; color: white; border-radius: 5px; padding: 2px 10px;">RMO for RPO</p> |
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## FAQs

- What's white labelling? How does it work?**

As far as your client is concerned, we are part of your business. They get a full recruitment marketing function as part of their outsourced engagement with your business.
- How does Thrive embed itself in my company?**

We'll work with you to create a seamless experience for your client. From branded materials through email address, optically, your client will feel that your business is delivering the work.
- How does the pitch process work?**

We'll provide you the marketing materials and collateral. From language to include in your RFP, to brochures and even participating in the pitch process itself, we'll work with you to provide the materials you need for a successful pitch.
- How does billing work?**

Most of our clients will build the cost into the proposal they provide the end client. Some will include as an optional add on for an additional fee. You can even include your own margin on top. We bill you as our client.
- What's stopping my agency from doing this ourselves?**

Frankly, employer branding and recruitment marketing know-how. We know marketing and we know recruitment. We combine this to provide a fully outsourced marketing and automation pros. The cost to hire and manage this talent is often prohibitive until you have reached critical mass.

# Unlock your RPO journey. Win more pitches. Increase your business value.

Get RMO for RPO

Thrive helps recruitment agencies achieve more. More talent, more business, more growth.

You've heard of RPO, now it's time for RMO.

Learn how Recruitment Marketing Outsourcing helps you grow your team, your business and your bottom line.

Let's Thrive! Together.

Get RMO for RPO